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MICHIGAN POLL®

FOR IMMEDIATE RELEASE

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Voter Frustration Surges: Michigan Poll® Shows Growing Discontent with State, Nation, and Political Leaders

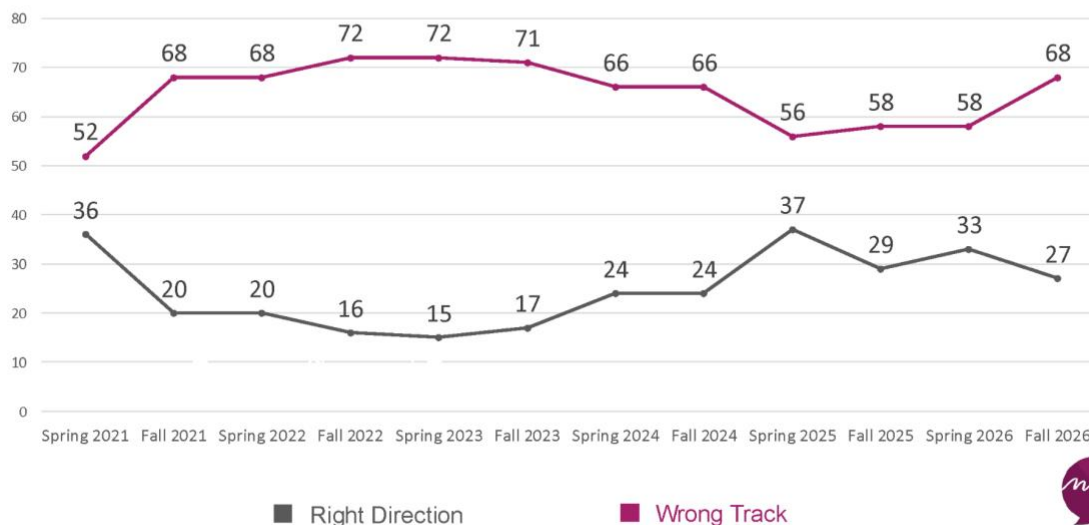
New MRG Michigan Poll® shows growing dissatisfaction with direction of the state and country, declining approval for political leaders, and mounting pressure on candidates to address cost of living and healthcare

LANSING, Mich. – Michigan voters are increasingly frustrated with the direction of the country and state, and one thing is clear: affordability and healthcare are front and center heading into this November's election, according to the Michigan Poll® conducted by Marketing Resource Group (MRG).

The statewide survey, conducted October 9-14 among 1,008 registered Michigan voters, found 68% believing the country is headed in the wrong direction, a 10-point increase since MRG's spring survey conducted at the onset of the Iran war and before the spike in fuel prices.

Country: Right Track or Wrong Track?

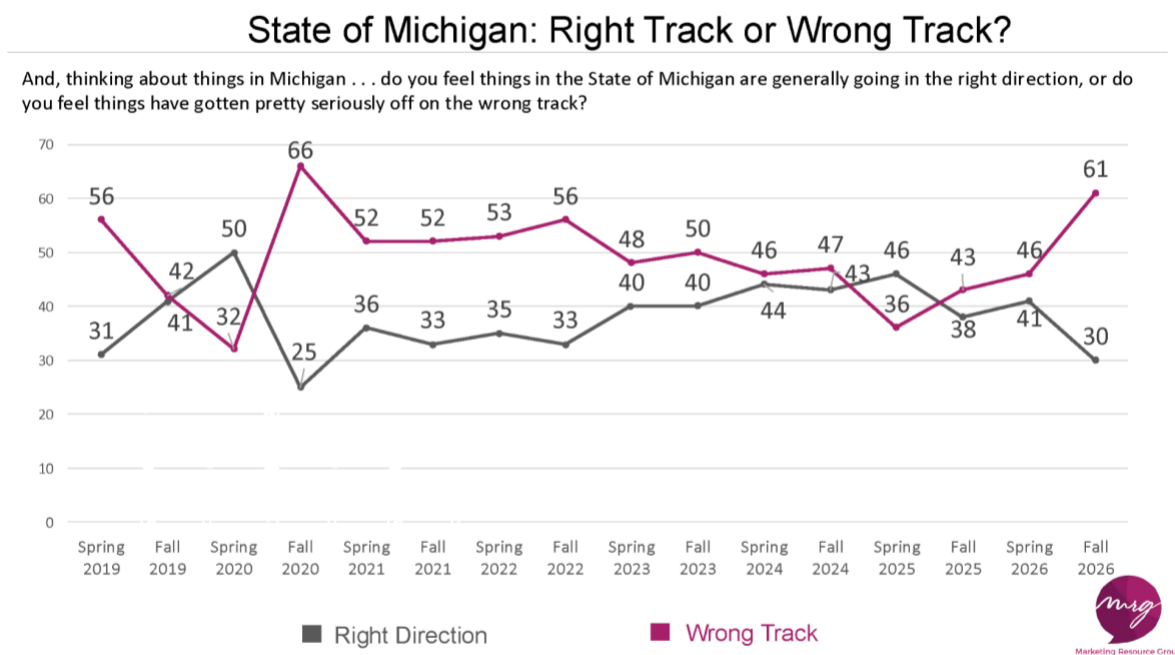
Do you feel things in this country are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



MRG Michigan Poll®
Fall 2026

While 55% of Republicans still believe the country is headed in the right direction, that figure has fallen from 63% in the spring. Among Democrats, 87% believe the country is on the wrong track.

Regarding Michigan, specifically, 30% see the state headed in the right direction, while a majority, 61%, believe it's on the wrong track. Nine percent shared no opinion. These results show a 15-point increase in wrong-track sentiment since MRG's Michigan Poll® conducted in March.



“Michiganders are losing patience, and the numbers show it,” said Jenell Leonard, owner of MRG. “The cost of living is squeezing families, healthcare is becoming even harder to afford, and people are questioning whether their leaders are out of touch with what they are going through.”

Affordability and Healthcare Lead Voter Concerns

When asked about the most important issues facing Michigan, voters consistently place cost of living and healthcare as the top concerns, each at 20%. The economy, food and grocery prices, and inflation followed.

Healthcare rose from the third most important issue in the spring poll to a tie for first, highlighting the growing pressure families face as they see premiums rise alongside everyday expenses.

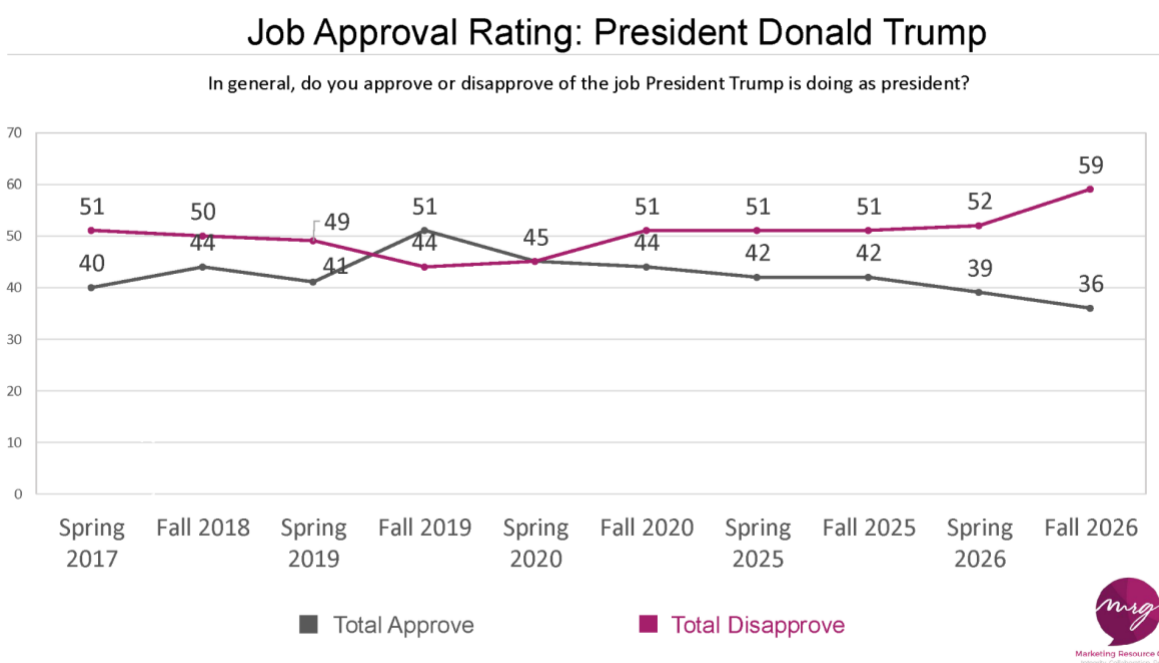
“Candidates can talk about whatever they want, but voters have made their priorities clear,” said Leonard. “Groceries cost more, gas prices have skyrocketed, and healthcare is putting serious

strain on family budgets. If candidates aren't focused on affordability, they're out of touch with what voters are experiencing in their everyday lives. It's that simple."

President Job Approval Hits Lowest Level in MRG Polling

The President's job approval rating has polarized with 36% approving (down three points from the spring) while 59% disapprove, an increase of six points. Strong disapproval climbed from 40% to 48%. Of those who strongly disapprove, 10% identified as Republican, 81% Democrat, and 48% Independent.

"The Iran war, rising fuel prices, and continued concerns about affordability are taking a toll on the president's standing with voters," said Leonard. "With Election Day fast approaching, these numbers provide a snapshot of the headwinds Republicans may be facing up and down the ballot."



When asked about personal feelings toward President Trump, 35% of voters viewed him positively, while 60% shared a negative feeling. Of those who shared a negative feeling, 50% indicated they shared a very negative feeling.

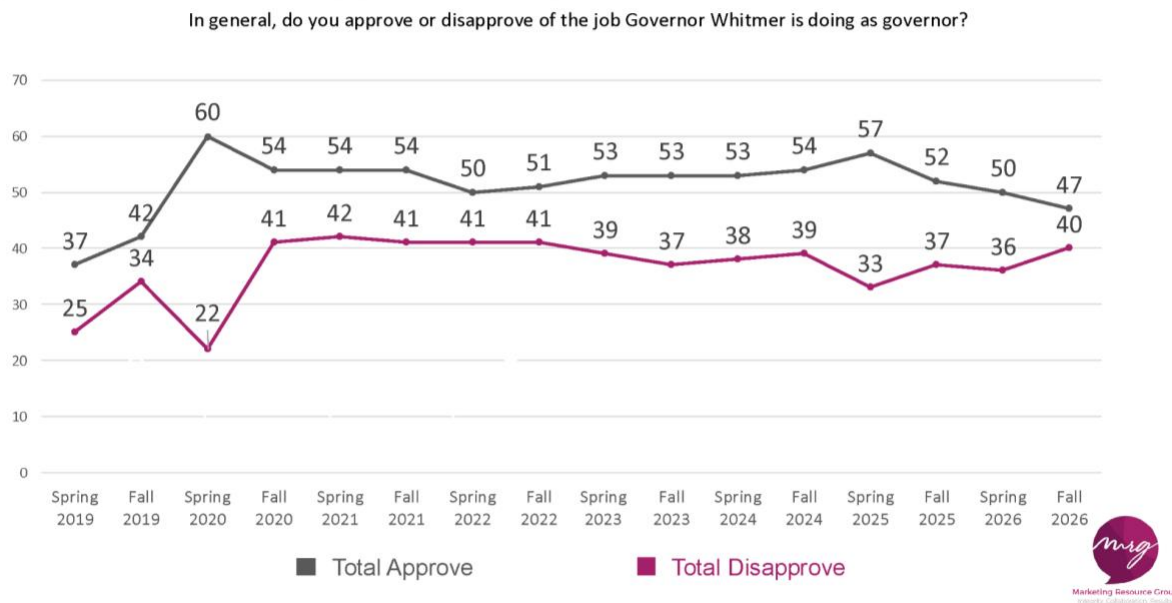
Governor Whitmer Also Faces Growing Dissatisfaction

Governor Whitmer's job approval rating has also declined three points since the spring and sits at 47% approving and 40% disapproving of her job performance. Strong disapproval rose from 21% in the spring to 29% today. Voters' personal feelings toward Governor Whitmer sit at 48% positive and 40% negative.

"Governor Whitmer has enjoyed an above 50% approval rating for most of her tenure, but the timing of her decline is worth noting," Leonard said. "Since our spring poll, the governor has

pushed for the Saline data center (that received additional scrutiny after the hot mic moment), vetoed nine priority Democrat bills, and has engaged herself in the Line 5 approval battle. These issues have passionate and engaged citizens and the governor's positions could be a contributing factor to her declining approval numbers."

Job Approval Rating: Gretchen Whitmer



The Questions and Results

The results and the wording of the questions asked by MRG follow.

Q. Do you feel things in this country are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Right direction	27%
Wrong track	68%
Don't know/No Opinion	5 %

Q. And, thinking about things in Michigan . . . do you feel things in the State of Michigan are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

Right direction	30 %
Wrong track	61%
Don't know/No Opinion	9 %

Q. What are the most important issues facing the state of Michigan at this time? That is, the one or two you personally are most worried about? (please choose the category that is closest to the answer given and record the verbatim response).

	1 st	2 nd	Rank
Cost of Living	12 %	8 %	1st TIED
Health Care	9 %	11 %	1st TIED
Economy	12 %	6 %	2nd
Food/Grocery Prices	7 %	7 %	3rd
Inflation	9 %	4 %	
Political Issues	8 %	7 %	
Infrastructure	6 %	6 %	
Gas cost	6 %	5 %	
Violence/Gangs/Crimes	6 %	6 %	
Jobs/Wages	5 %	6 %	
Immigration	5 %	5 %	
Data Centers	4 %	2 %	
Taxes	3 %	5 %	
Poverty/Homeless	3 %	2 %	
Food Issues/Social Security	2 %	4 %	
Education	2 %	4 %	

Q. Now, I'm going to read you the names of people that have been in the news, and I'd like you to rate your feelings toward each one as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so. [RANDOMIZE]

	Very Pos	Somewhat Pos	Neutral	Somewhat Neg	Very Neg	Never Heard Of	Don't Know/No Opinion
Gretchen Whitmer	28%	20%	9%	10%	30%	0%	2%
Donald Trump	19%	16%	4%	9%	50%	0.0%	1%

	<u>Total Positive</u>	<u>Total Negative</u>
Gretchen Whitmer	48%	40%
Donald Trump	35%	60%

*Q. In general, do you approve or disapprove of the job President Trump is doing as president?
[IF APPROVE / DISAPPROVE, ASK:] Would that be strongly (approve / disapprove) or just
somewhat (approve / disapprove)?*

Strongly approve	18%
Somewhat approve	18%
Neither approve / disapprove	4%
Somewhat disapprove	11%
Strongly disapprove	48%
Don't know/No Opinion	1%
Total Approve	36%
Total Disapprove	59%

*Q. In general, do you approve or disapprove of the job Governor Whitmer is doing as
governor? [IF APPROVE / DISAPPROVE, ASK:] Would that be strongly (approve / disapprove)
or just somewhat (approve / disapprove)?*

Strongly approve	25%
Somewhat approve	22%
Neither approve / disapprove	10%
Somewhat disapprove	11%
Strongly disapprove	29%
Don't know/No Opinion	2%
Total Approve	47%
Total Disapprove	40%

MRG Michigan Poll® Fall 2026

The survey of 1008 likely Michigan voters was conducted by Quantitative CAWI (Computer Administered Web Interviewing) survey through an online panel from October 9-14, 2026. Quotas for gender, age and race/ethnicity were met within each geographic area. Some columns or results may not add up to 100% because of rounding. Individual rounding may impact final totals. This survey yields a sampling margin of error of ± 3.1 percentage points with a 95 percent confidence interval. The sampling margin of error for subgroups may be higher depending on the size of the subgroup.

About Marketing Resource Group (MRG)

Lansing, Michigan-based Marketing Resource Group (www.mrgmi.com) is an award-winning PR firm representing corporate, association, nonprofit, and private clients with interests in Michigan. MRG offers expertise in public affairs, communications, political campaign management, and public opinion survey research. For more than thirty years, MRG has conducted its bi-annual omnibus Michigan Poll®, tracking the pulse of Michigan voters on key statewide public policy and political issues. MRG is the only Michigan public opinion survey research firm that maintains nearly 40 years of trend analyses of voter attitudes related to state and national leaders, political parties, and the political and economic climate in Michigan. Follow MRG on X @mrgmichigan and on Facebook.

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